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Canada

CanadExport

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"Reading Canada": Canadian publishers and writers succeed abroad

Canadian authors Margaret Atwood, Marie-Claire Blais, Nicole Brossard, Gil Courtemanche, Timothy Findley, Anne Hébert, Anne-Marie MacDonald, Alistair MacLeod, Yann Martel, Rohinton Mistry, Alice Munro, Michael Ondaatje, Nino Ricci, Carol Shields and Michel Tremblay are known around the world, and their books have been translated into almost as many languages as there are letters in the alphabet—from Arabic to Ukranian.

In 2002, the total value of cultural goods exports was $2.3 billion. Nearly half of this was publishing and printing products, and book exports were worth nearly $500 million.

Over the last decade, translations have greatly increased the profile of Canadian literature

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Photo: ©grahamreading.com

The Canada Stand at the London Book Fair in March 2004

China Aviation Training Mission 2004: An opportunity for Canadian firms

The Canadian Embassy in Beijing invites you to participate in the ***China Aviation Training Mission*** *in* ***Beijing*** *and* ***Chengdu*** *in* ***September 2004****.*

As China continues to reform and modernize its civil aviation industry and air transportation infrastructure, it also requires more aviation training. Chinese aviation authorities have been enhancing air safety and security standards, regulations and measures over the last few years. Training requirements are also becoming more stringent, prodding Chinese organizations to work with foreign institutions to improve their training programs.

Air traffic has been expanding rapidly in China. The Civil Aviation Administration of China (CAAC) estimates that from 1980 to 2001, China's civil aviation industry has grown an average of 18 percent each year. This year, the CAAC forecasts that passenger traffic will grow 19 percent over the 2003 level, to 104 million passengers, and

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2007-01802/

FAST dedicated lane opens at Quebec–NY border

The Canada Border Services Agency (CBSA) and U.S. Customs and Border Protection (CBP) announced that a Free and Secure Trade (FAST) dedicated lane opened southbound at the Saint-Bernard-de-Lacolle, Quebec/Champlain, NY, border crossing on April 18, 2004. FAST traffic entering Canada will continue to use the existing lane. The FAST program is a bilateral initiative between Canada and the United States designed to ensure the safety and security of Canadians and Americans, while enhancing the economic prosperity of both countries.

"The FAST program is an excellent example of how the government and private sector are working together to protect the security of Canada's economy," said Anne McLellan, Deputy Prime Minister and Minister of Public Security and Emergency Preparedness.

"FAST is one of our 'Smart Border' initiatives. It improves security, yet moves goods faster and more efficiently across the border," said CBP Commissioner Robert C. Bonner. "Our FAST partners secure their supply chains so that their shipments are not at risk for terrorism. They are rewarded with expedited processing for their shipments and use of a FAST designated lane."

In developing the FAST program, Canada and the United States have harmonized, to the maximum extent possible, their processes for clearance of commercial shipments at the border. This promotes free and secure trade through common risk-management principles, supply chain security, industry partnership and advanced technology to improve the efficiency of screening and clearing of commercial traffic at the Canada/U.S. border.

Approximately 1,300 trucks cross into Champlain daily from Canada. The hours for the Champlain designated FAST lane will coincide with the heavy traffic patterns.

The CBSA was established in December 2003 to maximize the efficiency of Canada's front-line border agencies. **For more information**, please visit www.cbsa-asfc.gc.ca/fast/.

The CBP is the agency within the U.S. Department of Homeland Security charged with the protection of U.S. borders. CBP unified customs, immigration and agriculture inspectors and the Border Patrol into one border agency for the whole country. **Further information** on the CBP is available at www.cbp.gov/xp/cgov/import/commercial_enforcement/ctpat/fast/us_canada.

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California missions use KPMG study to boost investment

The 2004 edition of the KPMG study *Competitive Alternatives: The CEO's Guide to International Business Costs* was recently presented to clients and key contacts from business, academe and the media at Canada's missions in Silicon Valley and Los Angeles and our newest consulate in San Diego. In San Francisco, the event was partnered with Leading Edge British Columbia, The Biotechnology Roundtable, the Harvard Business School Association of Northern California, the Silicon Valley Manufacturing Group and the Silicon Valley Association of Startup Entrepreneurs. Our partner in San Diego was the San Diego Regional Chamber of Commerce. In Los Angeles, our partner was the Los Angeles Regional Technology Association, and the messages were driven home with the inclusion of a visiting delegation of Western Canadian executives from the World Presidents' Organization, led by Paul Hill of the Hill Group of Companies of Regina, Saskatchewan.

Zulfi Sadeque, Consul and Trade Commissioner - Investment, makes a point at the presentation of the KPMG study in LA, while study co-author Glenn Mair looks on.

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The Virtual Trade Commissioner puts a world of resources at your fingertips—literally! Password protected, private and secure, the Virtual Trade Commissioner creates an on-line workspace for you to identify and investigate trade prospects in your industry sector and target markets. Take advantage of personalized services from Canada's trade commissioners all over the globe.

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Experienced Canadian exporters—who know the secrets to succeeding in foreign markets—have offered tips for avoiding common export problems...

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www.infoexport.gc.ca

THE CANADIAN TRADE COMMISSIONER SERVICE

Hockey night in Tallinn

Canada exports hockey expertise to Estonia

Two well-known Canadian hockey coaches, Dr. Vern Stenlund and Dean McIntosh, recently went to Estonia to share their expertise with that country's junior hockey programs. The Estonian Ice Hockey Federation had requested assistance from Hockey Canada to help its national under-18 and under-16 programs.

Dr. Vern Stenlund and Dean McIntosh went to Estonia to share their hockey expertise.

The event was supported by the Canada-Estonia Business Association, in partnership with the Canadian Embassy in Riga and its Office in Tallinn, Hockey Canada and the International Ice Hockey Federation.

"We're hoping to start a process of growth that will result in Estonia beating Canada one day," says Dr. Stenlund, head coach of the University of Windsor Lancers. The Estonians laugh.

"Laugh now, but it's not out of the question. Ice hockey is a passion, a religion for Canadians, and we take it very seriously," says Stenlund, a 20-year coaching veteran. "We want to give Estonians our hockey philosophy, which is very much made in Canada. But we don't expect Estonians to adopt it completely. Learn from the Czechs, Swedes, Finns and Russians and create a uniquely Estonian hockey philosophy."

McIntosh is the Manager of Coaching for Hockey Canada, which is responsible for player instruction, coaching, registration and certification. The Estonian Hockey Association was impressed by the coaches' work, and their presence was highly valued by the Estonian sports community. Along with practice sessions, there were discussions about the philosophy of hockey and what that means for coaches and players.

The visit raised Canada's profile among Estonians. Certainly, the demand for Canadian know-how on hockey arenas, sports facilities and equipment, and training materials has risen, and the Trade Section of the Canadian Embassy in Riga and the Office in Tallinn are ready to help Canadian companies set up scoring opportunities in the region's markets.

For more information, contact the Office of the Canadian Embassy in Tallinn, tel. (011- 372) 627-3311, e-mail: marina.asari@canada.ee.

Profitable partnerships

The Baltic countries of Latvia, Estonia and Lithuania offer expanding opportunities for Canadian business. Despite their distance from Canada and small market size, these countries all have companies that are claiming a growing market share thanks to their Canadian partners or affiliates. Three examples demonstrate how such business partnerships can be profitable to both sides.

Fermentas: A leader in Lithuania's knowledge economy

UAB Fermentas is a world leader in the discovery, manufacture and marketing of more than 300 products intended for biotechnology research and is the first Lithuanian company to receive ISO certification.

Each year, Fermentas introduces an average of 10 new products. Its clients are scientists working in universities, research centres and biotech companies in 60 countries around the world; in fact, virtually all its production is exported.

Its Canadian affiliate, established in 1996, is where the company's most important decisions regarding investments, production and new markets are made.

LDI³: State-of-the-art solutions

Incorporated in September 2001, **Laser Diagnostic Instruments International Inc.** (LDI³) is a Canadian spinoff of the Estonian company LDI Ltd. Together, LDI³ and LDI Ltd. offer a comprehensive suite of in-line, in-situ, airborne, contact and remote analytical sensors—and data control and management software and services—that address environmental, agricultural, bio-medical and industrial issues.

Products and services are based on novel laser, electro-optical and photonics principles. Initially

Canada Booth a first at Riga food fair

Maple syrup, scallops and ice cider were among the mouth-watering Canadian products available for sampling last September at the ***Riga International Food Fair*** *in Latvia. The* ***Canada Booth****, organized by the Canadian Embassy in Riga and the Canada-Latvia Business Association (CLBA), was a first for the Baltic region.*

The timing was auspicious. Latvia and its sister Baltic states, Estonia and Lithuania, were set to become members of the European Union on May 1, 2004, and the region is an excellent springboard for Canadian export development to the EU, Russia and Scandinavia.

The annual Riga food fair attracts a lot of international interest, and there was extensive print and television coverage of Canadian businesses and products. The samples of quality Canadian foods made the Canada Booth one of the most popular at the fair.

Contributing to the success of the booth was the personal participation of a good number of senior Canadian business people. This high level of involvement was the result of extensive preparations and networking in Ottawa, Montreal, Toronto and more recently Vancouver by the Department working with Baltic embassies in Canada.

Sampling maple taffy at the Canada Booth

"Canadian participation at the Riga food fair is just the beginning," according to Dominique Rossetti, Counsellor of Commercial and Technical Cooperation and Consul at the Canadian Embassy for the Baltics. This fair is the first of many events being considered by the CLBA in support of Canadian export development in this booming region.

Besides the agri-food sector—where new technologies and competitive machinery are in demand and generally imported—the construction and forest industries and the rapidly growing information and communication technologies sector have been identified as key areas of opportunity. In addition to expanded Canadian participation at the Riga food fair, the CLBA is looking to organize Canada Booths at home, construction and information technology trade shows.

Exporters and investors interested in obtaining information or assistance in exploring Baltic markets may contact the **Canadian Embassy in Riga** (www.dfait-maeci.gc.ca/dfait/missions/baltiks) or the **Canada-Latvia Business Association** (e-mail clba@clba.lv).

developed for defence, aerospace, communications and other areas of advanced application, LDI³'s state-of-the-art solutions today address concerns of broader environmental and industrial significance.

SIA KOMEKS: Canadian pet food a hit in Latvia

SIA KOMEKS is a Latvian company specializing in various products for household pets—food, accessories, toys and pet care items. Since 1998, it has been associated with the Canadian company **Champion Petfoods Ltd.** In fact, Champion is now one of KOMEKS's most important international partners.

The Latvian market has discovered high-quality Champion pet food, which is much in demand with consumers. As relationships between people and household pets have evolved, increasing significance is attributed to quality nutrition for pets. Champion's products are popular because they can be adapted to particular nutritional requirements, such as allergies. The quantity of Champion pet foods imported by the company into Latvia is increasing every year.

The partnership has been so successful that KOMEKS won the right to supply Champion pet food to dogs in the service of Latvia's border guards and state police.

Sugaring-off party, Baltics style

On April 11 and 12, 2004, the **Embassy of Canada**, in cooperation with the Canada-Latvia Business Association, organized a traditional spring maple syrup festival in Riga.

The festival was held at the biggest log house in Europe—the Lido Recreational Centre, owned by Latvia's largest restaurant chain. It took place during the Easter weekend, attracting thousands of visitors. In accordance with Canadian tradition, there were tastings of maple syrup and maple tea, as well as a variety of entertainments such as step dancing and games. The children particularly enjoyed the famous French Canadian maple taffy.

The Canadian sugaring-off party—a first in the region—proved extremely popular with local people, showing that Latvians enjoy sweet treats as much as Canadians do.

International Development Days

International Development Days *(IDD) is an annual event put on by Canadian Manufacturers & Exporters in collaboration with the Canadian International Development Agency. This year's event, held in Calgary from April 21 to 23, 2004, provided an opportunity for Canadian companies to explore the wide range of funding opportunities available through multilateral development banks and other international organizations.*

IDD 2004 attracted more than 425 representatives from the private sector, government and international and non-governmental organizations. Topics included the World Bank's re-engagement in infrastructure, outward investment, proposal writing, humanitarian and reconstruction assistance, governance and the report of the UN Commission on Private Sector and Development.

The development market

The development business market offers significant potential for Canadian exporters and investors interested in developing and transition economies. In 2003, over US$58 billion in public development assistance was provided by bilateral development agencies, multilateral development banks and the United Nations. In addition, there is mounting pressure on governments around the world to increase their international assistance and ensure effective delivery of their programs as part of the push to achieve the Millennium Development Goals. The result is more opportunities for the Canadian private sector and a wider variety of potential customers, including bilateral donors from other countries and major international humanitarian and development NGOs.

International Trade Canada

International Trade Canada (ITCan) was an exhibitor at IDD 2004, sending representatives from its regional office in Calgary, the Office of Liaison with International Financial Institutions in Washington, D.C., and the International Financing Division in Ottawa. ITCan was also part of the organizing team, suggesting topics and inviting speakers from international institutions.

For those interested in opportunities in developing countries, the Trade Commissioner Service has a Web site devoted solely to the development business market. IFInet (www.infoexport.gc.ca/ifinet) provides information on all the major multilateral development banks, bilateral development agencies and United Nations agencies. The site also provides potential investors with fact sheets on sources of project financing in over 90 developing and transition economies, as well as on the major institutions that provide this financing.

To access the presentations given at IDD 2004, go to www.dameco.com/idd/IDD%20Highlights/Program2.htm.

For more information on opportunities in developing countries, contact Leigh Wolfrom, Trade Commissioner, ITCan, tel.: (613) 992-0747, fax: (613) 943-1100, e-mail: leigh.wolfrom@dfait-maeci.gc.ca.

Reading Canada

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abroad, thanks to the International Translation Program, shared by the Canada Council for the Arts and Foreign Affairs Canada, which covers 50 percent of foreign translation costs.

Since 1995, the program has funded more than 600 translations. In 2002-2003, it supported 114 translations in 26 countries. The 2002 Booker Prize winner, Yann Martel's *Life of Pi*, can now be read in nine languages. *Unless*, by the late, internationally renowned Carol Shields, has a long list of translations. The 2000 Booker prize-winner *The Blind Assassin*, by Margaret Atwood, can even be read in Bengali and Farsi!

International book fairs are instrumental in the promotion of Canadian writers and literature abroad and the selling of foreign language rights. The London Book Fair every March is one of the biggest for English-language publishing. Some 50 Canadian publishers attended this year's fair, which attracted publishers, booksellers and agents from the U.K. and around the world.

The Association for the Export of Canadian Books is a non-profit organization that, over the last 30 years, with support from the Arts and Cultural Industries Promotion Division (ACIPD) of ITCan, has helped Canadian publishers to develop foreign markets and promote export sales of their books. The ACIPD also funds travel for literary agents and publishers to attend book fairs.

At last year's Turin Book Fair, Canada was the featured country, and its contingent of writers and publishers gained attention from both the Canadian and Italian media.

With many Canadian writers being nominated for and winning the big international literary prizes, more translation rights are being sold, which is putting Canadian literature on the world map. And international recognition translates into more worldwide sales.

China aviation

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cargo volume will increase 14 percent to 2.5 million tons.

The CAAC also predicts that total air traffic will grow at an average of 10 percent from 2006 to 2010. The World Tourism Organization anticipates that China will have the fourth-largest number of outbound tourists and will be the world's biggest tourist destination by 2020.

Xiamen airport

Meeting growing demand

In order to meet increasing demands for passenger air travel, Chinese airlines will continue to expand aircraft fleets. The central government, in conjunction with local governments, will increase airport capacities. According to various forecasts, China will be the second-largest market for commercial civilian aircraft in the world by 2020. Its current commercial fleet of slightly more than 650 aircraft will have to add another 1,600 over the next 20 years, including around 500 regional aircraft.

As of October 2003, China had 141 airports, and it plans to increase this to 237 by the end of 2010. Plans call for three national hubs (Beijing, Shanghai and Guangzhou), 6 secondary airports, more than 40 trunk line airports and over 120 regional airports, particularly in the west. Expected investment for the airport construction and expansion in the next seven years totals approximately US$13 billion. Except for the Beijing Capital Airport and airports in Tibet (Gonggar and Bangda), the CAAC has transferred ownership, management and operation of airports to provincial or municipal governments.

These expansions spell several opportunities for Canadian firms. China has a history of training pilots abroad, and fleet expansion will mean that these opportunities will likely grow. Demand is also increasing for advanced training equipment such as flight simulators. The transfer of airport administration to local governments and construction of new airports across the country will likewise lead to substantial opportunities for airport management and operation training.

Training in maintenance and aviation English, programs for flight attendants and ground crews, and programs leading to aviation M.B.A.s, also offer great potential.

A number of Canadian institutions and firms have already had success pursuing aviation training opportunities in China. The Canadian Trade Commissioner Service believes that gathering a critical mass of Canadian aviation training providers to meet with key potential clients would significantly raise Chinese awareness of Canadian capabilities in aviation, and present Canada as a credible, indeed preferred, source of aviation training.

For more information about the mission, contact Rowena Jin at Yi.Jin@dfait-maeci.gc.ca, Jessie Zhang at xiao-jie.zhang@dfait-maeci.gc.ca or Pierre Sein Pyun at pierre.pyun@dfait-maeci.gc.ca.

CeBIT Bilisim Eurasia 2004

Istanbul, Turkey — August 31-September 5, 2004 — Take part and exhibit at the Canadian Pavilion in **CeBIT Bilisim Eurasia 2004** (www.cebitbilisim.com), an international trade fair for information technology, telecommunications, software and services, which focuses on related products and services. The Canadian Embassy in Ankara will also have an information booth at this trade fair.

For more information, contact the Commercial Section of the Canadian Embassy in Ankara, tel.: (011-90-312) 459-9351, fax: (011-90-312) 459-9365, e-mail: ankra-td@dfait-maeci.gc.ca, or Oscar Johvicas, representative for Deutsche Messe AG in Canada, Co-Mar Management Services Inc., Toronto, tel.: (416) 690-0331, toll-free: 1-800-727-4183, fax: (416) 690-1244, e-mail: info@hf-canada.com, Web site: www.hf-canada.com.

Food Ingredients Asia 2004

Bangkok, Thailand — September 15-17, 2004 — Launched in 1996, **Food Ingredients Asia 2004** has become the number-one trade show in the food ingredients market in Southeast Asia. The quality and number of attendees at previous shows demonstrate that FI Asia is the first choice for international and regional suppliers of ingredients to meet with manufacturers and producers from Southeast Asia.

You may be eligible for funding to support your attendance at this export marketing activity.

For more information, contact Anne Woo, Senior Market Development Officer, Agriculture and Agri-Food Canada, tel.: (613) 759-7857, e-mail: wooa@agr.gc.ca, Web site: asia2004.fi-events.com.

Cultural events calendar

Calgary — September 30-October 3, 2004 — **Western Canadian Music Week** is a three-day conference, including a youth career day, a music festival and industry and artist award shows. **For more information**, go to www.westerncanadianmusicawards.ca.

Cannes, France — October 4-8, 2004 — **MIPCOM**, the International Film and Program Market for Television, Video, Cable and Satellite, is the place to be to make contact with producers, distributors, broadcasters, service producers and investors, not to mention over 3,000 potential buyers. **For more information**, go to www.mipcom.com.

Frankfurt, Germany — October 6-10, 2004 — The **Frankfurt Book Fair** is the world's largest trade fair of its kind. This year, the Arabic world will be the new guest of honour. **For more information**, contact the Association for the Export of Canadian Books at www.aecb.org.

Cape Breton — October 8-16, 2004 — **Celtic Colours International Festival** attracts over 300 artists and industry representatives from all over the Celtic world, including Scotland, Ireland, the U.S., Brittany and Canada, to perform at more than 30 venues around the island. **For more information**, go to www.celtic-colours.com.

Toronto — October 13-17, 2004 — **ImagineNative Film and Media Arts Festival** is an important forum for artists and industry professionals to connect with their peers, funders, distributors and programmers from Canada and around the world. **For more information**, go to www.imaginenative.org.

Montreal — October 14-24, 2004 — The **Montreal International Festival of New Cinema and New Media** will be launching its 33rd edition this fall. **For more information**, go to www.fcmm.com.

Paris, France — October 21-25, 2004 — **Fiac** (Foire internationale d'art contemporain) brings together over 170 international galleries showcasing modern and contemporary art. **For more information**, go to www.fiac-online.com.

New York, New York — October 28-31, 2004 — The **Affordable Art Fair** provides a unique platform for young art enthusiasts, first-time buyers and established collectors to discover emerging and mid-career artists. **For more information**, go to www.aafnyc.com.

Chicago, Illinois — November 5-7, 2004 — **SOFA**, the International Expositions of Sculpture Objects and Functional Art, brings together over 90 international galleries to sell artwork. **For more information**, go to www.sofaexpo.com.

Montreal — November 16-20, 2004 — **CINARS** (Commerce International des Arts de la Scene), with its 1,000 artists, presenters, artist representatives and observers from 60 countries, is the global event that performing arts professionals should not miss. **For more information**, go to www.cinars.org.

Russia hosts EXPO COMM

St. Petersburg, Russia — September 28-30, 2004 — The **EXPO COMM Wireless Russia 2004** exhibition and conference is supported by the Canadian Wireless Telecommunication Association and the Canadian Consulate General in St. Petersburg. This event will provide excellent opportunities for Canadian companies to further expand their business relationships in Russia.

For more information, contact Andrei Galaev, Canadian Consulate General in St. Petersburg, e-mail: andrei.galaev@dfait-maeci.gc.ca, or the organizer's representative, tel.: (011-49-0) 211-610730, e-mail: minka@ejkgermany.de.

Enquiries Service

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